

09/635805 Date: 4/12/07

Connecting via Winsock to Dialog

Logging in to Dialog

Trying 31060000009998...Open

DIALOG INFORMATION SERVICES
PLEASE LOGON:

ENTER PASSWORD:

Welcome to DIALOG

Dialog level 05.17.01D

Last logoff: 02apr07 13:50:06

Logon file405 12apr07 17:14:25

*** ANNOUNCEMENTS ***

NEW FILES RELEASED

***BIOSIS Previews Archive (File 552)

***BIOSIS Previews 1969-2007 (File 525)

***Engineering Index Backfile (File 988)

***Trademarkscan - South Korea (File 655)

RESUMED UPDATING

***File 141, Reader's Guide Abstracts

RELOADS COMPLETED

***File 5, BIOSIS Previews - archival data added

***Files 340, 341 & 942, CLAIMS/U.S. Patents - 2006 reload now online

DATABASES REMOVED

Chemical Structure Searching now available in Prous Science Drug Data Report (F452), Prous Science Drugs of the Future (F453), IMS R&D Focus (F445/955), Pharmaprojects (F128/928), Beilstein Facts (F390), Derwent Chemistry Resource (F355) and Index Chemicus (File 302).

>>>For the latest news about Dialog products, services, content<<<

>>>and events, please visit What's New from Dialog at <<<

>>><http://www.dialog.com/whatsnew/>. You can find news about<<<

>>>a specific database by entering HELP NEWS <file number>.<<<
>>>PROFILE is in a suspended state.
>>>Contact Dialog Customer Services to re-activate it.

* * *

SYSTEM:HOME

Cost is in DialUnits

Menu System II: D2 version 1.8.0 term=ASCII

*** DIALOG HOMEBASE(SM) Main Menu ***

Information:

1. Announcements (new files, reloads, etc.)
2. Database, Rates, & Command Descriptions
3. Help in Choosing Databases for Your Topic
4. Customer Services (telephone assistance, training, seminars, etc.)
5. Product Descriptions

Connections:

6. DIALOG(R) Document Delivery
7. Data Star(R)

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/H = Help /L = Logoff /NOMENU = Command Mode

Enter an option number to view information or to connect to an online service. Enter a BEGIN command plus a file number to search a database (e.g., B1 for ERIC).

? b 410

12apr07 17:14:25 User242899 Session D603.1

\$0.00 0.253 DialUnits FileHomeBase

\$0.00 Estimated cost FileHomeBase

\$0.00 Estimated cost this search

\$0.00 Estimated total session cost 0.253 DialUnits

File 410:Dialog Comm.-of-Interest Newsletters 2007 /Feb

(c) 2007 Dialog

Set Items Description

--- -----

? set hi %%%;set hi %%%

HILIGHT set on as "

HILIGHT set on as "

? b 15, 9, 810, 275, 476, 610, 275, 476, 624, 636, 621, 613, 813, 16, 160, 634, 148, 20, 77, 35, 583, 65, 2, 233, 474, 475, 99, 348,349,347

>>> 77 does not exist
>>> 233 does not exist
>>> 2 of the specified files are not available
12apr07 17:16:00 User242899 Session D603.2
\$0.00 0.115 DialUnits File410
\$0.00 Estimated cost File410
\$0.53 TELNET
\$0.53 Estimated cost this search
\$0.53 Estimated total session cost 0.368 DialUnits

SYSTEM:OS - DIALOG OneSearch

File 15:ABI/Inform(R) 1971-2007/Apr 12
(c) 2007 ProQuest Info&Learning
File 9:Business & Industry(R) Jul/1994-2007/Apr 11
(c) 2007 The Gale Group
File 810:Business Wire 1986-1999/Feb 28
(c) 1999 Business Wire
File 275:Gale Group Computer DB(TM) 1983-2007/Apr 11
(c) 2007 The Gale Group
File 476:Financial Times Fulltext 1982-2007/Apr 12
(c) 2007 Financial Times Ltd
File 610:Business Wire 1999-2007/Apr 12
(c) 2007 Business Wire.
*File 610: File 610 now contains data from 3/99 forward.
Archive data (1986-2/99) is available in File 810.
File 624:McGraw-Hill Publications 1985-2007/Apr 12
(c) 2007 McGraw-Hill Co. Inc
*File 624: Homeland Security & Defense and 9 Platt energy journals added
Please see HELP NEWS624 for more
File 636:Gale Group Newsletter DB(TM) 1987-2007/Apr 11
(c) 2007 The Gale Group
File 621:Gale Group New Prod.Annou.(R) 1985-2007/Apr 11
(c) 2007 The Gale Group
File 613:PR Newswire 1999-2007/Apr 08
(c) 2007 PR Newswire Association Inc
*File 613: File 613 now contains data from 5/99 forward.
Archive data (1987-4/99) is available in File 813.
File 813:PR Newswire 1987-1999/Apr 30
(c) 1999 PR Newswire Association Inc
File 16:Gale Group PROMT(R) 1990-2007/Apr 11
(c) 2007 The Gale Group
File 160:Gale Group PROMT(R) 1972-1989
(c) 1999 The Gale Group
File 634:San Jose Mercury Jun 1985-2007/Apr 11
(c) 2007 San Jose Mercury News
File 148:Gale Group Trade & Industry DB 1976-2007/Apr 11

(c)2007 The Gale Group
 File 20:Dialog Global Reporter 1997-2007/Apr 12
 (c) 2007 Dialog
 File 35:Dissertation Abs Online 1861-2007/Mar
 (c) 2007 ProQuest Info&Learning
 File 583:Gale Group Globalbase(TM) 1986-2002/Dec 13
 (c) 2002 The Gale Group
 *File 583: This file is no longer updating as of 12-13-2002.
 File 65:Inside Conferences 1993-2007/Apr 12
 (c) 2007 BLDSC all rts. reserv.
 File 2:INSPEC 1898-2007/Apr W1
 (c) 2007 Institution of Electrical Engineers
 File 474:New York Times Abs 1969-2007/Apr 12
 (c) 2007 The New York Times
 File 475:Wall Street Journal Abs 1973-2007/Apr 12
 (c) 2007 The New York Times
 File 99:Wilson Appl. Sci & Tech Abs 1983-2007/Mar
 (c) 2007 The HW Wilson Co.
 File 348:EUROPEAN PATENTS 1978-2007/ 200715
 (c) 2007 European Patent Office
 *File 348: For important information about IPCR/8 and forthcoming
 changes to the IC= index, see HELP NEWSIPCR.
 File 349:PCT FULLTEXT 1979-2007/UB=20070405UT=20070329
 (c) 2007 WIPO/Thomson
 *File 349: For important information about IPCR/8 and forthcoming
 changes to the IC= index, see HELP NEWSIPCR.
 File 347:JAPIO Dec 1976-2006/Dec(Updated 070403)
 (c) 2007 JPO & JAPIO

Set Items Description

--- -----
 ? s ((web (1w) page) (10n) (advertis?????? ? or promot????? ?)) (20n) (auxiliary or
 append??? ? or attach???? ? or enclos???? ?) (4n) file
 Processing
 Processed 10 of 26 files ...
 Processing
 Processed 20 of 26 files ...
 Processing
 Completed processing all files
 13825783 WEB
 3946274 PAGE
 5658665 ADVERTIS?????? ?
 8485436 PROMOT????? ?
 455408 AUXILIARY
 689991 APPEND??? ?
 2580130 ATTACH???? ?

622566 ENCLOS???? ?

2654655 FILE

S1 6 ((WEB (1W) PAGE) (10N) (ADVERTIS?????? ? OR PROMOT?????
?)) (20N) (AUXILIARY OR APPEND??? ? OR ATTACH???? ? OR
ENCLOS???? ?) (4N) FILE

?

PLEASE ENTER A COMMAND OR BE LOGGED OFF IN 5 MINUTES

?

? ds

Set Items Description

S1 6 ((WEB (1W) PAGE) (10N) (ADVERTIS?????? ? OR PROMOT????? ?-
)) (20N) (AUXILIARY OR APPEND??? ? OR ATTACH???? ? OR ENCLOS?-
??? ?) (4N) FILE

? t s1/7,k/1-6

1/7,K/1 (Item 1 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

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13328312 Supplier Number: 148554486 (THIS IS THE FULLTEXT)

News Briefs.(Microsoft Corp. found vulnerabilities in PowerPoint 2000, 2002
and 2003)(Oracle Corp. introducing various software patches)(IBM
contracts with CVS Corp.)

Network World, p10

July 24, 2006

TEXT:

Microsoft last week warned about a virus that could exploit a
vulnerability in its PowerPoint presentation software.

The virus is carried out when a user launches a PowerPoint
attachment to an e-mail or opens a file provided by an
attacker.

Hackers could lure users to a Web page that offers
content or advertisements containing a file that exploits the
PowerPoint

software, Microsoft said. The vulnerability applies to PowerPoint
2000, 2002 and 2003. Once the user triggers the corrupt

PowerPoint file, the virus installs a keystroke logging system to
capture everything typed on the machine. It also leaves

the machine open to having a hacker install other malicious
programs. Microsoft said it was completing development of a security
update to fix the vulnerability and was on schedule to release the
patch by Aug. 8.

A federal judge last week denied motions by the U.S. government and
AT&T to stop a lawsuit over alleged participation by the
carrier in an illegal wiretapping program by the National Security

Agency. Judge Vaughn Walker of the U.S. District Court for the Northern District of California denied the government's motion for dismissal of the case or summary judgment on the basis that the case involved state secrets. He also denied AT&T's motion to have the case dismissed. The civil liberties group Electronic Frontier Foundation sued AT&T in January on behalf of the carrier's customers, alleging it diverts traffic from its fiber-optic lines to the NSA as part of an illegal antiterrorist surveillance program. The suit, one of several in the works, followed press reports last year about major carriers providing data for broad domestic spying initiatives. The case still could be halted. In his decision, Judge Walker allowed the parties to make an instant appeal to a higher court, a move that could lead to all or part of the case being stayed.

A consortium consisting of researchers from Japan and Europe is using balloons, airships and unmanned solar-powered planes to relay wireless and optical communications in a project called Capanina. The three-year project, led by the University of York in England, is designed to bring low-cost broadband connections to remote areas and possibly to high-speed trains. Disaster management is another possible application. The researchers boast that the technology could provide data rates 100 times faster than asymmetric DSL.

Hackers are striking databases in record numbers, trying to pilfer a rich trove of personal and financial data. Managed security provider SecureWorks says it is detecting as many as 8,000 attacks per day on databases owned by its clients, up from an average of 100 to 200 attacks per day in the first three months of this year. The statistics come from data on its 1,300 clients, including financial institutions and utilities, most of which are in the United States. SecureWorks has detected hackers working from computers in Russia, China, Brazil, Hungary and Korea. They are using a method known as a SQL injection attack, the company says. Visa and MasterCard are rewriting security rules for merchants that accept credit card payments to better guard against attacks, such as SQL injection.

Oracle has issued 65 fixes for a wide range of software products as part of its quarterly security release, called the Critical

Patch Update. The patches address problems in the company's database, application server and e-business suite products, among others, according to Oracle. Some of the patches are also designed for client software that works with Oracle's databases.

More information on the patches can be found at www.nwdocfinder.com/4448. Oracle's next Critical Patch Update is scheduled for Oct. 17.

IBM last week won a 10-year contract to handle the human-resources

department of drugstore chain CVS. Financial terms of the deal were not disclosed, but it is thought to be worth several hundred million dollars. IBM will take over payroll processing, benefit administration, employee intranet portals and other functions for CVS, whose workforce has grown to 170,000 through acquisitions in the past couple years. Big Blue said the CVS contract is one of its biggest such outsourcing contracts in recent years and its largest in the retail industry.
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The virus is carried out when a user launches a PowerPoint attachment to an e-mail or opens a file provided by an attacker.

Hackers could lure users to a Web page that offers content or advertisements containing a file that exploits the PowerPoint

software, Microsoft said. The vulnerability applies to PowerPoint 2000, 2002 and...

1/7,K/2 (Item 1 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
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01463895 **Image available**

MULTI-SITE MESSAGE SHARING
PARTAGE DE MESSAGES MULTI-SITES

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Patent and Priority Information (Country, Number, Date):

Patent: WO 200709006 A2 20070118 (WO 0709006)

Application: WO 2006US27112 20060713 (PCT/WO US2006027112)

Priority Application: US 2005698664 20050713

Designated States:

(All protection types applied unless otherwise stated - for applications 2004+)

AE AG AL AM AT AU AZ BA BB BG BR BW BY BZ CA CH CN CO CR CU CZ
DE DK DM

DZ EC EE EG ES FI GB GD GE GH GM HN HR HU ID IL IN IS JP KE KG KM KN
KP

KR KZ LA LC LK LR LS LT LU LV LY MA MD MG MK MN MW MX MZ NA NG
NI NO NZ

OM PG PH PL PT RO RS RU SC SD SE SG SK SL SM SY TJ TM TN TR TT TZ UA
UG

US UZ VC VN ZA ZM ZW

(EP) AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HU IE IS IT LT LU LV MC
NL

PL PT RO SE SI SK TR

(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG

(AP) BW GH GM KE LS MW MZ NA SD SL SZ TZ UG ZM ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

International Patent Class (v8 + Attributes)

IPC + Level Value Position Status Version Action Source Office:

G06Q-0030/00 A I F B 20060101 H US

Publication Language: English

Filing Language: English

Fulltext Word Count: 7738

English Abstract

A computer application is used for the serving and creation of user-annotated web pages, which may include associated advertisements, to client devices. The user is able to submit comments to one or more web servers wherein the web server or servers appends the submitted comment or comments and updates them for use and display on one or more web pages at one or more client devices. The comments are also distributed for viewing or listening, potential annotation, and update by other users viewing the same or related annotations across multiple websites. Annotated advertisements are an embodiment of the invention.

French Abstract

Selon l'invention, une application informatique est utilisee pour desservir et creer, au niveau de dispositifs clients, des pages Web annotees par un utilisateur qui peuvent comprendre des publicites associees. L'utilisateur est capable de soumettre des commentaires a au moins un serveur Web, ledit serveur ou lesdits serveurs adjoignant le ou les commentaires soumis et les mettant a jour en vue de leur utilisation et de leur affichage sur au moins une page Web au niveau d'au moins un dispositif client. Les commentaires sont, egalement, distribues pour la

visualisation ou le listage, l'annotation possible et la mise a jour par d'autres utilisateurs visualisant les annotations associees ou identiques sur plusieurs sites Web. Des publicites annotees sont decrites dans un mode de realisation de l'invention.

Legal Status (Type, Date, Text)

Publication 20070118 A2 Without international search report and to be republished upon receipt of that report.

Claim

CLAIMS

What is claimed is: 1. A method of distributing Web content to a plurality of users, comprising a) maintaining a Web page on an annotatable server, b) in response to a request from a first user transmitted from a first user client device to the annotatable server through a Web server, making the Web page available for viewing by the said first user on the said first user client device, c) in response to input received from the said first user, adding a user comment provided by the said first user to the Web page, d) in response to a request from a second user transmitted from a second user client device to the annotatable server through a Web server, making the Web page including the user comment provided by the first user available for viewing by the second user on the said second user client device, and e) making the Web page including at least one user comment available for viewing by subsequent users in response to requests from said subsequent users, and adding at least one further user comment provided by at least one subsequent user to the Web page in response to at least one input received from at least one of said subsequent users.

2. The method of claim 1, wherein each comment provided by a user is filtered prior to being added to the advertisement.

3. The method of claim 1, wherein at least one user is notified upon at least one further user comment being added to the Web page.

4. The method of claim 1, wherein a user registers prior to providing a user comment.

5. The method of claim 1, wherein a user registers prior to viewing user comments.

6. The method of claim 1, wherein user comments are organized into categories.

7. The method of claim 1, wherein user comments are ranked.

8. The method of claim 1, wherein at least one user comment may only be viewed by users on a list of approved users associated with the said user comment.
9. The method of claim 8, wherein the list of approved users associated with a user's comment is provided by the user who provided the said user comment.
10. The method of claim 1, wherein at least one subsequent user may provide a user comment related to content of a prior user comment.
11. The method of claim 1, wherein a user may select at least one rule to determine which user comments are viewable by the said user.
12. The method of claim 1, wherein at least one of the user client devices is a personal computer.
13. The method of claim 1, wherein at least one of the user client devices is a mobile device.
14. The method of claim 1, wherein at least one of the user client devices is a device configured for the user to engage in a game.
15. The method of claim 1, wherein at least one of the user client devices is a device configured for the user to send and receive instant messages.
16. The method of claim 1, wherein at least one user edits content of the Web page.
17. The method of claim 16, wherein the content edited is a user comment.
18. The method of claim 17, wherein the user who provided the said user comment may reject the edit to the said user comment.
19. The method of claim 1, wherein each user comment is of a type selected from a group comprising audio, video, image and text.
20. The method of claim 1, wherein the user comments are organized in a thread.
21. A system for distributing Web content to a plurality of users, comprising-15-a) an annotatable server configured to maintain a Web page, make the Web page available for viewing in response to a request from at least one user received from a client device through a Web server, and add a user comment to the Web page in response to input received from

the said at least one user, b) at least one client device configured to transmit user requests for Web pages, permit user viewing of Web pages, and transmit input comprising user comments related to the content of a Web page viewed, and c) at least one Web server configured to transmit a request from at least one client device to the amotatable server for a Web page.

22. The system of claim 21, wherein at least one of the client devices is a personal com-puter.

23. The system of claim 21, wherein at least one of the client devices is a mobile device.

24. The system of claim 21, wherein at least one of the client devices is configured for the user to engage in a game.

is 25. The system of claim 21, wherein at least one of the client devices is configured for the user to send and receive instant messages.

26. A method of distributing Web content to a plurality of users, comprising a) maintaining an advertisement on an ad server, b) in response to a first input from a first user transmitted from a first user client de-vice, making the advertisement available for viewing by the said first user on the said first user client device, wherein the advertisement is viewed in association with a Web page maintained on a content server, c) in response to a second input from the said first user, adding a user comment pro-vided by the said first user to the advertisement maintained on the ad server, d) in response to an input from a second user transmitted from a second user client device, making the advertisement including the user comment provided by the first user available for viewing by the second user on the said second user client device, wherein the advertisement is viewed in association with a Web page maintained on a content server, and e) making the advertisement including at least one user comment available for view-ing in association with at least one Web page by subsequent users in response to in-put from said subsequent users, and adding at least one further user comment pro-vided by at least one subsequent user to the advertisement in response to at least one input received from at least one of said subsequent users.

27. The method of claim 26, wherein at least one comment provided by a user is filtered io prior to being added to the advertisement.

28. The method of claim 27, wherein the filtering of a comment is based upon the con-tent of the said comment.

29. The method of claim 27, wherein the filtering of a comment is based

upon the identity of the user providing the said comment.

30. The method of claim 26, wherein at least one user is notified upon at least one further user comment being added to the advertisement.

31. The method of claim 26, wherein a user must register prior to providing a user comment.

32. The method of claim 26, wherein a user must register prior to viewing user comments.

33. The method of claim 26, wherein user comments are organized into categories.

34. The method of claim 26, wherein user comments are ranked.

35. The method of claim 26, wherein at least one user comment may only be viewed by users on a list of approved users associated with the said user comment.

36. The method of claim 35, wherein the list of approved users associated with a user comment is provided by the user who provided the said user comment.

-17-37. The method of claim 26, wherein at least one subsequent user may provide a user comment related to content of a prior user comment.

38. The method of claim 26, wherein a user may select at least one rule to determine which user comments are viewable by the said user.

39. The method of claim 26, wherein at least one of the user client devices is a personal computer.

40. The method of claim 26, wherein at least one of the user client devices is a mobile device.

41. The method of claim 26, wherein at least one of the user client devices is a device configured for the user to engage in a game.

42. The method of claim 26, wherein at least one of the user client devices is a device configured for the user to send and receive instant messages.

43. The method of claim 26, wherein at least one user edits content of the advertisement.

44. The method of claim 43, wherein the content edited is a user comment.

45. The method of claim 44, wherein the user who provided the said user comment may reject the edit to the said user comment.

46. The method of claim 26, wherein each user comment is of a type selected from a group comprising audio, video, image and text.

47. The method of claim 26, wherein the user comments are organized in a thread.

48. The method of claim 26, wherein the user comments are identified when viewed by one or more pieces of information selected from a group comprising date, time, user name, and user address.

49. The method of claim 26, wherein the advertisement is made available for viewing in association with a plurality of Web pages.

-18-50. The method of claim 49, wherein each user comment is made available for viewing on each Web page with which the advertisement is associated.

51. The method of claim 49, wherein each user comment is made available for viewing only on the Web page which the user who provided the said comment was viewing when providing the said comment.

52. The method of claim 26, wherein the advertisement available for viewing by a user may be updated to make available user comments added to the advertisement since the advertisement was previously made available to the user.

53. The method of claim 52, wherein the advertisement available for viewing by the user may be updated in response to a user comment being added to the advertisement.

54. The method of claim 26, wherein a client side application resident on the client device: a) presents the Web page for viewing by the user, b) requests the advertisement for viewing by the user in association with the Web page, c) presents the advertisement for viewing by the user in association with the Web page, e) in response to user input, determines that the user is authorized to add comments to the advertisement, and f) forwards the user comments to the ad server.

55. The method of claim 26, wherein the content server forwards the Web page to the client device.

56. The method of claim 55, wherein the ad server forwards the advertisement to the client device.

57. The method of claim 55, wherein the content server forwards the advertisement to the client device.

58. The method of claim 26, wherein the ad server distributes the advertisement to the content server.

s 59. The method of claim 26, wherein the ad server distributes the advertisement to the client device.

60. The method of claim 26, wherein the Web page viewed by the second user is the same as the Web page viewed by the first user.

61. The method of claim 26, wherein the Web page viewed by the second user is different from the Web page viewed by the first user.

62. The method of claim 61, wherein the Web page viewed by the second user is maintained on the same content server as the Web page viewed by the first user.

63. The method of claim 61, wherein the Web page viewed by the second user is maintained on a different content server from the Web page viewed by the first user.

is 64. A system for distributing Web content to a plurality of users, comprising a) at least one content server configured to maintain a Web page, and make the Web page available for viewing in response to a request from at least one user received from a client device, b) an ad server configured to maintain an advertisement, make the advertisement available for viewing in response to a request from at least one user received from a client device, and add a user comment to the advertisement in response to input received from the said at least one user, which user comment is related to content of advertisement, and e) at least one client device configured to transmit user requests for Web pages, permit user viewing of Web pages and advertisements, and transmit input comprising user comments.

-20-65. The system of claim 64, wherein at least one of the client devices is a personal computer.

66. The system of claim 64, wherein at least one of the client devices is a mobile device.

67. The system of claim 64, wherein at least one of the client devices is

configured for the user to engage in a game.

68. The system of claim 64, wherein at least one of the client devices is configured for the user to send and receive instant messages.

69. The system of claim 64, wherein a client side application is resident on the client device, and a) presents the Web page for viewing by the user, b) requests the advertisement for viewing by the user in association with the Web page, c) presents the advertisement for viewing by the user in association with the Web page, is d) in response to user input, determines that the user is authorized to add comments to the advertisement, and e) forwards the user comments to the ad server.

70. The system of claim 64, wherein the content server forwards the Web page to the client device.

71. The system of claim 70, wherein the ad server forwards the advertisement to the client device.

72. The system of claim 70, wherein the content server forwards the advertisement to the client device.

73. The system of claim 64, wherein the ad server distributes the advertisement to the content server.

74. The system of claim 64, wherein the ad server distributes the advertisement to the client device.

75. A method for creating an annotated web page, the method comprising: a) submitting, from a client device, at least one user comment to an annotatable server; b) appending, at the annotatable server, the at least one user comment to the annotated content; and c) updating the annotated comment on one or more client devices.

76. The method of claim 75 wherein the at least one user comment is submitted through the web page.

77. The method of claim 75 wherein the at least one user comment is subjected to a filtering process.

78. A system for use in an environment including a client device and an annotatable server, said system comprising: is a) at least one comment submitted by a user using a client device; b) means for receiving submitted comments by an annotatable server; c) means for appending submitted comments to annotated content; d) means for updating said annotated content on one or more client devices; e) means for formatting said annotated content for a specific client device type; and f) means

for distributing said annotated content.

79. The system of claim 78 wherein the at least one user comment is subjected to a fil-tering process.

80. A method for creating an annotated advertisement, the method comprising:-22-a) submitting at least one user comment from a client device to an ad server; b) appending, at the ad server, the at least one user comment to the advertisement; and c) updating the advertisement in the client device.

81. The method of claim 80 wherein the at least one user coniment is submitted through the annotated advertisement.

82. The method of claim 80 wherein the at least one user comment is subjected to one or more filtering processes.

83. A system for use in an environment including a client device and an ad server, said system comprising: a) at least one comment submitted by a user, from an advertisement on a client de-vice; b) means for receiving submitted comments by an ad server; c) means for appending submitted comments to the advertisement; d) means for updating said advertisement one or more client devices; e) means for formatting said annotated content for a specific client device type; and f) means for distributing said advertisement.

84. The system of claim 83 wherein the at least one user comment is subjected to a fil-tering process.

85. A method as in claim 83 in which an email is sent to an electing user when a new comment is appended.

86. A method as in claim 83 in which a comment is a change to the advertisement.

87. A method as in claim 86 whereby the change is indicated by a change in the proper-ties of the display of the comment.

-23-88. A method as in claim 83 in which an electing user is informed when user comments change based on a pre-defined set of rules.

89. A method as in claim 83 in which the comments are tagged by category.

90. A method as in claim 83 in which the user can share the content of the annotated s advertisement with a list of other users.

91. A method as in claim 83 in which the user can invite others to contribute to the ad.

92. A method as in claim 83 in which the user can provide comments on the comments.

93. A method as in claim 92 in which the comments can be ranked.

94. The system of claim 78 in which the user can click and add the annotated advertisement to a web page 95. The system of claim 78 in which the comments are threaded.

96. A method as in claims 83 in which the user can select the rules to determine what content is displayed to the user.

-24

Fulltext Availability:
Detailed Description

Detailed Description

... comment is in the form of video, audio, or pictures, a way to upload the file or call in can s be made available.

[0044] The annotated advertisement and/or annotated web page are not limited to append-ages; rather they can be in wiki format where a user may edit the content...

1/7,K/3 (Item 2 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
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01047468 **Image available**
VERSATILE VIDEO PLAYER
LECTEUR VIDEO POLYVALENT

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Patent and Priority Information (Country, Number, Date):
Patent: WO 200377547 A1 20030918 (WO 0377547)
Application: WO 2003US6964 20030307 (PCT/WO US0306964)
Priority Application: US 200293852 20020308

Designated States:

(Protection type is "patent" unless otherwise stated - for applications prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE
DK DM DZ
EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK
LR
LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ OM PH PL PT RO RU SC
SD SE SG
SK SL TJ TM TN TR TT TZ UA UG US UZ VC VN YU ZA ZM ZW
(EP) AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HU IE IT LU MC NL PT
RO SE
SI SK TR
(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZM ZW
(EA) AM AZ BY KG KZ MD RU TJ TM

Main International Patent Class (v7): H04N-005/781

Publication Language: English

Filing Language: English

Fulltext Word Count: 14128

English Abstract

The invention includes a versatile video player application, system (FIG. 3) and method for playing video files stored on a removable CD. The invention permits a user computer to play video files even though the user computer may not have a specified video enhancer or video renderer installed in its operating system or even though the specified video enhancer or video renderer is improperly installed. As it does not require installation of files into the user computer operating system, the video player does not require IT intervention in local networks where the user's operating activities are restricted, thus posing no compromise of security on the users system nor the network the system resides on.

French Abstract

L'invention concerne une application de lecteur video polyvalent, un systeme (fig. 3) et un procede de lecture de fichiers video memorises sur un CD amovible. L'invention permet a un ordinateur utilisateur de lire des fichiers video meme si l'ordinateur utilisateur n'est pas dote d'un

module d'amélioration ou d'un modèleur de vidéo dans son système d'exploitation ou même si le module d'amélioration ou le modèleur de vidéo spécifique est mal installé. Comme le lecteur vidéo ne nécessite pas l'installation de fichiers dans le système d'exploitation de l'ordinateur utilisateur, il n'est pas nécessaire de faire intervenir des informaticiens dans des réseaux locaux ou les activités d'exploitation de l'utilisateur sont limitées, ce qui a pour avantage de ne pas affecter la sécurité du système utilisateur ou du réseau sur lequel le système réside.

Legal Status (Type, Date, Text)

Publication 20030918 A1 With international search report.

Publication 20030918 A1 Before the expiration of the time limit for amending the claims and to be republished in the event of the receipt of amendments.

Examination 20040115 Request for preliminary examination prior to end of 19th month from priority date

Claim

1 A compact disc comprising:

a video player application comprising a video decoder routine, an audio decoder routine, a graphical user interface routine and a video performance optimization routine; one or more video player application extensions that include video and audio rendering interface functions; and
one or more video files.

2 The compact disc of claim 1 further comprising an autorun routine that initializes the video player application after loading of the compact disc into a user computer.

3 The compact disc of claim 1, wherein the video performance optimization routine comprises functions to analyze the hardware, software and settings of the user computer into which the compact disc is installed.

4 The compact disc of claim 3, wherein the video performance optimization routine determines the presence or absence of a predefined video enhancer application extension in the OS of a user computer into which the compact disc is loaded.

5 The compact disc of claim 1, wherein the one or more video player application extensions comprises a first video player application extension for use when a predefined video enhancer is present in the OS of a user computer into which the compact disc is loaded and a second video player application extension for use when the predefined video enhancer is absent from the OS of a user computer into which the

compact disc is loaded.

6 The compact disc of claim 5, wherein the first video player application extension references a DirectDraw component of the DirectX8 API and references a GDI video renderer, and the second video player application extension references a GDI video renderer.

7 The compact disc of claim 1 further comprising one or more target content files.

8 The compact disc of claim 7, wherein the graphical user interface routine comprise a function to create, in a graphical user interface, one or more active buttons corresponding to the one or more target content files when the video player program is running on a user computer.

9 The compact disc of claim 1, wherein the video player application is adapted to run on a computer operating under a Windows@ operating system environment. 10. The compact disc of claim 1, wherein the video player application is adapted to run on a computer operating under an Apple@ operating system environment. 11. The compact disc of claim 1, wherein the video player application is adapted to run on a computer operating under a Unix@ operating system environment.

12 The compact disc of claim 1, wherein the video player program is written in C++ programming language.

13 The compact disc of claim 1, wherein at least one of the one or more video player application extensions comprises an import request for an always-present video renderer application extension.

14 The compact disc of claim 13, wherein the video player application comprises import requests for one or more other always-present application extensions in the operating system of a user computer into which the compact disc is loaded.

15 The compact disc of claim 14, wherein the one or more video player application extensions comprises:

a) a first video player application extension that comprises an import request for a video enhancer application extension and a video renderer application extension; b) a second video player application extension that comprises an import request for a video renderer application extension.

16 The compact disc of claim 15, wherein the first and second video player application extensions each further comprises an import request for an audio renderer application extension.

17 The compact disc of claim 15, wherein the first video player application extension further comprises an import request for an audio enhancer application extension.

18 A compact disc adapted to being played in a computer operating under the Windows@

operating system environment, the compact disc comprising:

- a) a video player application comprising a video decoder routine, an audio decoder routine, a graphical user interface routine, and a video performance optimization routine;
- b) an optional first DLL file comprising import requests for the DDRAWDLL, DDRAWEX.DLL or DDRAW16.DLL file and the DSOUND.DLL or DSOLTND3D.DLL file of the DirectX API, MSACM32.DLL file and for the GDI32.DLL file of the Windows@ operating system;
- c) a second DLL file comprising import requests for the GDI32.DLL file of the Windows@ operating system; and
- d) one or more video files;
- e) wherein the first and second DLL files comprise video rendering related functions.

19 The compact disc of claim 18 further comprising one or more target content files.

20 The compact disc of claim 19, wherein the graphical user interface routine comprise functions to create, in a graphical user interface, at least one button corresponding to the one or more target content files.

21 The compact disc of claim 18, wherein the first DLL file is present.

22 The compact disc of claim 21, wherein each of the first and second DLL files further comprises at least one import request for one or more always-present DLL files in the Windows@ operating system.

23 The compact disc of claim 22, wherein the at least one import request for one or more always-present DLL files comprises import requests for the WINMM.DLL,

KERNEL32.DLL, and USER32.DLL files or equivalents thereof.

24 The compact disc of claim 22, wherein the compact disc further comprises an autorun routine that initializes the video player application when the compact disc is loaded into a user computer.

25 The compact disc of claim 22, wherein the video decoder routine uses a video resource selected from the group consisting of MPEG-I, MPEG-2 and MPEG

26 The compact disc of claim 22, wherein the audio decoder routine uses an audio resource selected from the group consisting of MP3 and ACM.

27 The compact disc of claim 18, wherein the video player application comprises a routine to determine if target content files are located in the disc.

28 The compact disc of claim 18, wherein the video player application comprises a routine that determines whether or not the DDRAW.DLL, DDRAWEX.DLL or DDRAW 1 6.DLL file is present in the operating system of a user computer into which the compact disc is loaded.

29 The compact disc of claim 28, wherein the video player application comprises a routine that determines whether or not the DSOLND.DLL, MSACM32.DLL or DSOLJND3D.DLL file is present in the operating system of a user computer into which the compact disc is loaded.

30 The compact disc of claim 29 further comprising audio data. 3 1. The compact disc of claim 23 further comprising one or more target content files and an autorun routine.

32 A video player system comprising:

a) a compact disc comprising a video player application, at least one video player application extension that provides video rendering interface related functions accessible by the video player application when running, and at least one video file to be played, wherein the video player application comprises a video decoder routine, audio decoder routine and graphical user interface routine, and at least one of the video player application extensions is adapted to draw upon a predefined video renderer application extension in the operating system of a user computer

into which the compact disc is loaded; and
b) a user computer comprising an operating system, video adapter, display monitor, and optional audio adapter, wherein the operating system comprises a predefined video renderer application extension accessible to the at least one video player application extension;
c) wherein the video player application operates without requiring installation of any files into the operating system of the user computer.

33 The video player system of claim 32, wherein the user computer optionally comprises a predefined video enhancer application extension, and the at least one video player application extension comprises a first video player application extension for use when a first predefined video enhancer application extension is present in the OS of the user computer, and a second predefined video player application extension for use when the first predefined video enhancer application is absent from the OS of the user computer.

34 The video player system of claim 33, wherein the first predefined video enhancer application extension is the DirectDraw application extension and the predefined video renderer application extension is the GDI application extension.

35 The video player system of claim 33, wherein each of the first and second video player application extensions comprises import requests for always-present application extensions in the operating system of the user computer.

36 The video player system of claim 33, wherein the video player application comprises a routine that determines whether or not the first predefined video enhancer is present in the operating system of the user computer.

37 The video player system of claim 32, wherein the video player application further comprises a video performance optimization routine.

38 The video player system of claim 32, wherein the operating system of the user computer further comprises at least one audio renderer application extension.

39 The video player system of claim 32, wherein the compact disc further comprises an autorun routine that initializes the video player application when the compact disc is loaded into the user computer.

40 The video player system of claim 32, wherein the video decoder routine uses a video resource selected from the group consisting of MPEG-I, MPEG-2 and MPEG

41 The video player system of claim 32, wherein the audio decoder routine uses an audio resource selected from the group consisting of MP3 and ACM.

42 The video player system of claim 32, wherein the video player application further comprises a routine that determines whether or not the predefined video renderer application extension is present in the operating system of the user computer.

43 The video player system of claim 42, wherein the video player application further comprises a routine that determines whether or not a predefined video enhancer application extension is present in the operating system of the user computer

44 The video player system of claim 43, wherein the video player application further comprises a routine to determine if target content files are located in the disc.

45 The video player system of claim 32, wherein the compact disc further comprises audio data.

46 The video player system of claim 32, wherein the compact disc further comprises target content files.

47 The video player system of claim 46, wherein the GUI routine comprises functions to create one or more buttons or active links associated with the target content files.

48 The video player system of claim 35, wherein the video player application further comprises a video performance optimization routine, and the operating system of the user computer further comprises an audio renderer application extension and a video enhancer application extension.

49 The video player system of claim 48, wherein the compact disc further comprises one or more target content files.

50 A method of playing one or more video files on a compact disc, the method comprising the steps of a) a user computer running a video player application obtained from a compact disc containing video files to be

played, wherein the video player application is not installed in the operating system of the hard disk of the user computer;

b) the video player application determining the optimum video performance parameters for playing the video file(s) by analyzing a portion of the content of the compact disc, by analyzing the some of the hardware, software and settings of a user computer into which the compact disc has been installed (loaded), and optionally by determining the presence or absence of a predefined video enhancer application extension in the operating system of the user computer;

c) initializing a predefined always-present video renderer application extension present in the operating system of the user computer, and, if present, initializing the predefined video enhancer application extension;

d) initializing a video player application extension obtained from the compact disc and initializing other predefined always-present application extensions obtained from the operating system of the user computer, wherein the video player application extension from the compact disc is adapted for use with the predefined video renderer application extension that is initialized and optionally adapted for use with the predefined video enhancer application extension, if present;

e) initializing a video decoder routine from the video player application, and optionally initializing an audio decoder routine from the video player application or from the operating system of the user computer;

f) defining and creating a graphical user interface, wherein definition of the GUI depends upon the determined optimum video performance parameters; and

g) reading and playing one or more video files obtained from the compact disc comprising the video player application.

51 The method of claim 50 further comprising the step of initializing the video player application by way of an autorun routine.

52 The method of claim 50, wherein the step of determining the optimum video performance parameters comprises the step of setting the color resolution of the display monitor to a determined setting.

53 The method of claim 50, wherein the step of defining and creating a graphical user interface comprises the steps of creating a framework for a GUI according to information obtained from the registry entries in the operating system of the user computer; optionally, searching for one or more target content files on the CD and creating one or more GUI buttons associated with said target content files, if present; and displaying a GUI

54 The method of claim 50, wherein the step of reading and playing one or more video files comprises the steps of. selecting a video file to be played; reading the video file into memory; optionally determining whether or not audio data is associated with the video file; establishing a process thread for the video thread function if there is no audio data associated with the video file or establishing a process thread for the 15 video/audio thread function if there is associated audio data; initiating the play cycle of the video file and optionally of the audio data, if present; displaying the video file frames and optionally in synchronization outputting the corresponding audio data segments, if present; ending the play cycle of the video file; and optionally determining whether or not another video file has been selected for playing.

55 The method of claim 54 further comprising the step of repeatedly playing the video file and associated audio data, if present.

56 The method of claim 50 further comprising the step of determining whether or not the user has activated forward or reverse commands, and if so, seeking the selected video keyframe position and selected audio segment, if any.

57 The method of claim 50 further comprising the step of terminating the video player application if no additional video file is to be played.

58 The method of claim 50 further comprising the step of determining whether or not the user has activated the stop, back-to-start or pause commands.

59 The method of claim 52, wherein

a) the step of determining the optimum video performance parameters comprises the step of setting the color resolution of the display monitor to a determined setting; b) the step of defining and creating a graphical user interface comprises the steps of. creating a framework for a GUI according to information obtained from the registry entries in the operating system of the user computer; optionally, searching for one or more target content files on the CD and creating one or more GUI buttons associated with said target content files, if present; and displaying a GUI;

and

c) the step of reading and playing one or more video files comprises the steps of selecting a video file to be played; reading the video file into memory; optionally determining whether or not audio data is associated with the video file; establishing a process thread for the video thread function if there is

no audio data associated with the video file or establishing a process thread for the video/audio thread function if there is associated audio data; initiating the play cycle of the video file and optionally of the audio data, if present; displaying the video file frames and optionally in synchronization outputting the corresponding audio data segments, if present; ending the play cycle of the video file; and optionally determining whether or not another video file has been selected for playing.

60 The method of claim 59, wherein the predefined video enhancer application extension is present in the OS of the computer, and the video file has audio data associated with it.

61 The method of claim 59, wherein one or more target content files are present.

62 The method of claim 59 further comprising the step of initializing the video player application by way of an autorun routine.

63 A hard or soft-back publication comprising a compact disc according to claim 1, 2, 5, 7-15@ 18-1% 21-24, 28 or 29.

64 A packaging or shipping article comprising a compact disc according to claim 1, 2, 5, 7-15@ 18-1% 21-24, 28 or 29.

Fulltext Availability:
Detailed Description

Detailed Description

... different applications such as being.

*Inserted in a catalog or containing a catalog in HTML file format or containing an HTML file that contains an active link addressing a web page containing a catalog;

*Used as a direct mail advertising piece or being attached to or packaged with a direct mail advertising piece; or
e Included in a publication...

00958094 **Image available**

DISTRIBUTION OF DIGITAL CONTENT

DISTRIBUTION DE CONTENU NUMERIQUE

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Patent and Priority Information (Country, Number, Date):

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Application: WO 2001SG145 20010710 (PCT/WO SG01000145)

Priority Application: MY 20012149 20010509

Designated States:

(Protection type is "patent" unless otherwise stated - for applications
prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE
DK DM DZ

EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR
LS

LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI
SK SL TJ

TM TR TT TZ UA UG US UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Main International Patent Class (v7): G06F-017/60

Publication Language: English

Filing Language: English

Fulltext Word Count: 5259

English Abstract

Advertisements are distributed by embedding them in a computer program and e-mailing the program to a user. When the program is run, it requests consent from the user to send a copy of itself to the user's contacts, such as those found in the user's local address book. On receiving consent, the program automatically mails itself to those contacts directly or via a remote server. The process is repeated at the contacts, allowing the advertisements to spread efficiently while maintaining the legitimacy that arises from each user's consent.

French Abstract

L'invention concerne des publicites distribuees par integration de celles-ci dans un programme informatique et par envoi du programme par courrier electronique a un utilisateur. Lorsque le programme est execute, il demande l'accord de l'utilisateur pour envoyer une copie de programme aux contacts de l'utilisateur, par exemple ceux trouves dans le repertoire local de l'utilisateur. A la reception de l'accord, le programme envoie par courrier electronique ladite copie de programme auxdits contacts directement ou via un serveur a distance. Le procede se repete au niveau des contacts, permettant aux publicites de se diffuser efficacement tout en maintenant la legitime de l'accord de chaque utilisateur.

Legal Status (Type, Date, Text)

Publication 20021114 A2 Without international search report and to be republished upon receipt of that report.

Examination 20030327 Request for preliminary examination prior to end of 19th month from priority date

Search Rpt 20040408 Late publication of international search report

Republication 20040408 A3 With international search report.

Claim

1 A method of distributing digital content via an electronic mail system, the content being associated with an executable program received by a first recipient,

the method comprising the steps of:

requesting consent from the first recipient to make the program available to

a second recipient; and

in the event that consent is given, making the program available to the second recipient.

2 A method according to claim 1, wherein the step of making the program available comprises sending a copy of the program from the first recipient to the second recipient via the electronic mail system.

3 A method according to claim 1, wherein the step of making the program available comprises sending a link to a location from which the program is available from the first recipient to the second recipient via the electronic mail system.

4 A method according to claim 3, wherein the link comprises a website ty

address. 5 . A method according to claim 1, including sending information identifying the program from the first recipient to a remote computer,

from where it is made available to the second recipient. 2o 6. A method according to 'claim 5, wherein the step of making the program available

comprises sending a copy of the program from the remote computer to the second recipient via the electronic mail system.

7 A method according to claim 5, wherein the step of making the program available comprises sending a link to a location from which the program is available from the remote computer to the second recipient via the electronic mail system.

. A method according to claim 6 or 7, including the step of sending information identifying the first recipient from the remote computer to the second recipient.

9 A method according to any one of the preceding claims, wherein the step of requesting consent is performed by the program during its execution.

10 A method according to any one of the preceding claims, comprising amending the functionality of the program in dependence on the outcome of the request for consent.

11 A method according to claim 10, comprising reducing the functionality of the program in the event that consent to making the program

available is refused. 12. : A method according to any one of the preceding claims, wherein the digital

content

is embedded in the executable program.

13 A method according to any one of claims 1 to 12, wherein the program includes a link to the digital content.

14 A method according to claim 13, wherein the link comprises a website address.

15 A method according to any one of the preceding claims, including displaying the digital content to the user on execution of the program.

16 A method according to any one of the preceding claims, including identifying the second recipient from contact details held by the first recipient.

17 A method according to claim 16, comprising retrieving the contact details by scanning an address book stored by the first recipient. 18. A method according to claim 16, comprising retrieving the contact details by scanning for valid e-mail addresses.

19 A method according to any one of claims 1 to 15, including requesting the first recipient to provide contact details for the second recipient to identify the second recipient.

20 A method according to any one of the preceding claims, wherein the second recipient comprises a plurality of recipients.

21 A method according to any one of the preceding claims, further comprising rewarding the first recipient for providing contact addresses for the second io recipient.

22 A method according to claim 21, comprising rewarding the first recipient in dependence on the validity of the provided contact addresses.

23 - A method according to any one of the preceding claims, further comprising measuring the distribution of the digital content. is 24. A method according to claim 23, comprising notifying a third recipient on execution of the program.

25 A method according to claim 23 or 24, further comprising notifying a third recipient that a message relating to the availability of the program has been sent to the second recipient,

2o 26. A method according to any one of claims 23 to 25, further comprising recording access to a web page initiated from the program.

27 A method according to any one of the preceding claims, wherein the digital content comprises advertising content.

. A method of advertisement distribution via an electronic mail system, comprising delivering an executable program to a first recipient, the program including data relating to the advertisement, requesting consent from the first recipient to make the program available to a second recipient, and in the event that consent is given, making the &ogram available to the second recipient by electronic mail.

29 A method according to claim 28, wherein the data relating to the advertisement comprises the advertisement.

30 A computer program associated with digital content to be distributed via an io electronic mail system, comprising means for requesting consent from a current user of the program to make the program available to at least one further user via an electronic mail system, and in the event consent is given, making the program available to said at least bne further user.

31 A computer program according to claim 30 on a carrier medium.

32 A system for distributing digital content via an electronic mail system, the content being associated with an executable program received

by a first recipient at a client computer, the program being configured to request consent from the first recipient to make the program available to a second recipient and in the event that consent is received, to send contact information for the second recipient and information identifying the program to a remote server, the remote server being configured to make the program available to the second recipient.

33 A system according to claim 32, wherein the server is configured to obtain the latest version of the program in response to the information identifying the program.

Fulltext Availability:
Detailed Description

Detailed Description

... found is embedded in the program. For example, the reference is a link to a web page.

The advertisement software comprising a program with its embedded advertisement or reference, is then included as an attachment in an e-mail message, for example as an executable EXE file., and sent to the first recipient (step s2). The majority of email clients are MIME...

1/7,K/5 (Item 4 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
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00794325 **Image available**

ADVERTISING METHOD USING A DOWNLOAD WINDOW
PROCEDE D'ANNONCE PUBLICITAIRE UTILISANT UNE FENETRE DE
TELECHARGEMENT

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Patent and Priority Information (Country, Number, Date):

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Application: WO 2000KR1136 20001011 (PCT/WO KR0001136)

Priority Application: KR 9943731 19991011; KR 200032134 20000612

Designated States:

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prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ DE DK
DM DZ EE

ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KZ LC LK LR LS LT
LU

LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL
TJ TM TR

TT TZ UA UG US UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Main International Patent Class (v7): G06F-017/60

Publication Language: English

Filing Language: Korean

Fulltext Word Count: 6113

English Abstract

An advertising method using a download window based on a web server is disclosed. In the advertising method, a web page from a web server is transmitted to a user computer when the user accesses a web site. The web server discriminates whether an application program which displays an advertisement in a download window is at the user's web browser when the user demands transmission of a file to download. Advertisement which is demanded to be downloaded in download window is displayed when the application program is at the user's web browser. According to the advertising method, when a file that the user demands in a web server downloads, efficiency of an advertisement is improved since the advertisement is displayed in a download window of the user computer or is overlapped by a converted download window.

French Abstract

Cette invention se rapporte a un procede d'annonce publicitaire utilisant une fenetre de telechargement basee sur un serveur Web. Dans ce procede d'annonce publicitaire, une page Web provenant d'un serveur Web est transmise a un ordinateur d'utilisateur, lorsque l'utilisateur accede a un site Web. Le serveur Web determine si un programme d'application qui affiche une annonce publicitaire dans une fenetre de telechargement se trouve dans le navigateur Web de l'utilisateur, lorsque l'utilisateur demande la transmission d'un fichier a telecharger. L'annonce publicitaire dont le telechargement est demande dans la fenetre de telechargement est affichee, lorsque le programme d'application se trouve dans le navigateur Web de l'utilisateur. Selon ce procede d'annonce publicitaire, lors du telechargement d'un fichier demande par l'utilisateur dans un serveur Web, l'efficacite de l'annonce publicitaire est amelioree, des lors que celle-ci est affichee dans une fenetre de telechargement de l'ordinateur de l'utilisateur ou des lors qu'elle est recouverte par une fenetre de telechargement convertie.

Legal Status (Type, Date, Text)

Publication 20010419 A1 With international search report.

Examination 20010809 Request for preliminary examination prior to end of
19th month from priority date

Claim

1 An advertising method using a download window comprises the steps of :

- a) transmitting a web page to a user computer by a web server in response to a web site access of the user computer;
- b) discriminating whether a plug-in program is present in the user computer by the web server in response to transmission requirement of a downloadable file from the user computer, the plug-in program displaying an advertisement received by a web browser of the user computer on a download window of the web browser; and
- c) downloading the advertisement and downloadable file to the user computer by the web server so that the advertisement is displayed on the download window of the user computer when the plug-in program is present in the user computer according to the discriminating result in step b).

2 The method as claimed in claim 1, further comprises the steps of :

- d) transmitting and installing the plug-in program in the user computer when the plug-in program is absent in the user computer as the discrimination result in the step b); and
- e) transmitting the advertisement and downloadable file to the user computer by the web server so that the advertisement is displayed on the download window of the user computer.

3 The method as claimed in claim 1 or 2, wherein the step c) further comprises the steps of :

- c-11) displaying a file download dialog box;
- c-12) displaying a save directory dialog box according to selection of a file save button by the user computer;
- c-13) transmitting the advertisement and downloadable file to the user computer by the web server when the user selects a file storing directory and selects a save button;
- c-14) displaying the transmitted advertisement overlapped on a displayed download window which indicates a progress state of the downloading operation of step c); and
- c-15) displaying a download completion window according to whether the downloading operation is completed.

4 The method as claimed in either claim 1 and 2, wherein the step c) further comprises the steps of :
c-21) displaying a file download dialog box;
c-22) transmitting the advertisement and downloadable file to the user computer by the web server according to selection of a file open button by the user computer;
c-23) displaying the transmitted advertisement overlapped on a displayed download window which indicates a progress state of the downloading operation of step c); and
c-24) opening and displaying the downloaded file in the user computer if the download is completed.
S. The method as claimed in claim 1 through 4f wherein the plug-in program is an active X control.

6 An advertising method using a download window comprises the steps of :
f) transmitting a web page to a user computer by a web server in response to a web site access of the user computer and discriminating whether a plug-in program is present in the user computer by the web server, the plug-in program displaying an advertisement received by a web browser of the user computer on a download window of the web browser;
g) transmitting and installing the plug-in program to the user computer when the plug-in program is absent in the user computer as the discrimination result in the step f); and
h) transmitting the advertisement and downloadable file to the user computer by the web server so that the advertisement is displayed on the download window of the user computer if the plug-in program is present in the user computer as any one of the discrimination results in the step f) and g).

7 The method as claimed in claim 6, wherein the plug-in program includes at least an executable file and the executable file displays the advertisement on the download window.

8 An advertising method using a download window comprises the steps of
i) discriminating whether necessary information is present in a user computer in response to a web site access of the user computer, the web site including a file or a program for downloading and the necessary information like a transformation image for transforming a download window;
j) transmitting the necessary information from the web server to the user computer if the necessary information is absent in the user computer as the discrimination result in the

step i) ; and

k) transforming a shape of the download window using the necessary information accordingly as the necessary information is present in the user computer by the step i) or j).

9 The method as claimed in claim B. wherein the step k) further comprises the step of;

k-1) downloading the downloadable file to the user computer and displaying a download window which indicates a progress state of the downloading operation on the transformed download window after downloading the download window.

10 The method as claimed in claim 8, before the step k) further comprises the steps of:

l) discriminating whether a plug-in program is present in the user computer, the plug-in program displaying the transformation of the download window; and .

m) transmitting the plug-in program from the web-server to the user computer if the plug-in program is absent in the user computer as the discrimination result in the step l).

11 The method as claimed in claim 10, wherein the plugin program is an active X control.

12 The method as claimed in claim 10, wherein the step of transmitting the plug-in program is performed by a request from the user computer.

Fulltext Availability:
Detailed Description

Detailed Description

... server uses a

CGI(Common Gateway Interface) script or a program. When a tag is attached to a web page to download as a conventional method, a user can download a selected program or file without showing any advertisement. To display the advertisement, however,, the web page to download the web server includes an HTML tag which requests CGI.

file.zip
download

Conventionally, a user was able to download "file.zip"

1/7,K/6 (Item 5 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
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00530659 **Image available**

ADVERTISEMENTS ON A DATA NETWORK
ANNONCES PUBLICITAIRES DANS UN RESEAU DE DONNEES

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English Abstract

A method of conveying advertisements to a user terminal (1), wherein the user terminal (1) is coupled to the Internet (6) via a proxy server (5), and at least one content provider server (7) is also coupled to the Internet (6). The method comprises sending a Web page from the content provider server (7) to the proxy server (5) via the Internet (6), the Web page conveying visual information. At the proxy server (5), data conveying visual information relating to at least one advertisement is incorporated into the Web page, or appending thereto. The modified Web page is then sent from the proxy server (5) to the user terminal (1).

French Abstract

L'invention concerne un procede d'acheminement d'annonces publicitaires vers un terminal utilisateur (1), le terminal utilisateur (1) etant couple a l'Internet (6) par un serveur temoin (5), au moins un serveur fournisseur de contenu (7) etant egalement couple a l'Internet (6). Le procede consiste a envoyer une page Web a partir du serveur fournisseur de contenu (7) au serveur temoin (5) via l'Internet (6), la page Web contenant des informations visuelles. Dans le serveur temoin (5), des donnees contenant des informations visuelles relatives a au moins une annonce publicitaire sont entrees dans la page Web ou lui sont attachees. La page Web modifiee est alors envoyee a partir du serveur temoin (5) au terminal utilisateur (1).

Claim

35 provider server comprises at least one tag, which tag is used by the intermediate server to determine the nature of the advertisement to be incorporated into or appended to the file.

6 A method according to claim 5, wherein the tag defines a location in the file or a type of advertisement.

7 A method according to any one of the preceding claims, wherein the data network used to convey said electronic file is the Internet and said electronic file comprises HTML code defining a Web page.

8 A method according to claim 7, and comprising incorporating the advertisement into the Web page by suitably modifying the HTML code.

1 5

9 A method according to claim 7 and comprising incorporating the advertisement into an image, audio, or video format file embedded in the Web page.

10 A method according to claim 9, wherein the advertisement is in the same format as the file into which it is embedded.

11 A method according to any one of claims 7 to 10 when appended to claim 3, wherein the profile for each user is created using the Universal Resource Locator (URL) addresses of Web pages previously requested by the user.

12 Apparatus for conveying advertisements to a user terminal (1), the apparatus comprising a intermediate

server (5) coupling the user terminal (1) to a data network (6) and arranged in use to receive, via the data network (6), an electronic file from a content provider server (7) also coupled to the data network (6), said file conveying human comprehensible information, the intermediate server (5) having:
memory means (9) storing electronic data conveying further human comprehensible information relating to at least one advertisement;
signal processing means (5) for incorporating into said electronic file, or appending thereto, said electronic data; and
transmitting means (5) arranged to send the modified electronic file from the intermediate server (5) to the user terminal (1).

13 A computer memory encoded with executable instructions representing a computer program for causing an intermediate server to:
receive an electronic file from a content provider server via a data network to which the intermediate and content provider servers are coupled, said file conveying human comprehensible information;
incorporate into said electronic file, or append thereto, electronic data conveying further human comprehensible information relating to at least one advertisement; and
send the modified electronic file to the user terminal.

Fulltext Availability:
Detailed Description
Claims

Detailed Description

... Web pages downloaded to the proxy server 5 are accompanied by "tags" which may be appended to the HTML file or may be incorporated therein. These tags identify the location, number, and format for advertisements to be inserted into the Web page by the proxy server 5.

The destination of the Web page, i.e. the end...

Claim

... to claim 7 and comprising
incorporating the advertisement into an image, audio, or
video format file embedded in the Web page.

10 A method according to claim 9, wherein the
advertisement is in the same format as the file into which
it is embedded.

11 A method according to any one of claims 7 to 10 when
appended to claim 3, wherein the profile for each user is
created using the Universal Resource...

?